

IN THE CLAIMS:

Please cancel claims 2 and 16 without prejudice or disclaimer, amend claims 1, 9-10, 17 and 20, and add new claims 21-22 as follows:

1. (Previously Presented) A system for reading display information comprising:
 - an information display member; and
 - at least one mobile communication terminal of a public mobile communication system for reading at least a portion of the display information displayed on said information display member,
 - wherein said information display member comprises an information recording element in which necessary and/or optional information of the information portion is stored, said mobile communication system comprises a reader mechanism for reading information recorded in said information recording element and a display mechanism for displaying the read information, and the information recorded in said information recording element including said portion of the display information displayed on said information display member,
 - wherein said information display member is a poster, a signboard, a time table, a statement of virtues, a paper ad, a postcard, a handbill, tissue papers, an ad hung down in trains, or a mascot doll, and
 - wherein said information recording element includes an IC chip having an antenna for communicating with said mobile communication terminal.
2. (Cancelled)
3. (Previously Presented) The system for reading display information according to claim 1, wherein the information recorded in said reader mechanism is transferred to a second mobile communication system or to a system having a function of a communication terminal.
4. (Previously Presented) The system for reading display information according to claim 1, wherein the information recorded in said reader mechanism is transferred via a net line of a LAN.

5. (Previously Presented) The system for reading display information according to claim 1, wherein the information recorded in said reader mechanism is further recorded in a personal computer or a server system.
6. (Previously Presented) The system for reading display information according to claim 1, wherein at least one of text information, audio information and image information is stored in said information recording element.
7. (Previously Presented) The system for reading display information according to claim 1, wherein the information recorded in said reader mechanism is copied.
8. (Previously Presented) The system for reading display information according to claim 1, further comprising means for displaying in an enlarged manner a desired portion of the information displayed on said display mechanism of said mobile communication system.
9. (Currently Amended) The system for reading display information according to claim 10, ~~wherein said information display member further comprises a signal member for notifying an existence of said information recording element, and~~ said mobile communication system further comprises means for detecting said signal member.
10. (Currently Amended) ~~[[The]]~~A system for reading display information ~~according to claim 9 comprising:~~
 - an information display member; and
 - at least one mobile communication terminal of a public mobile communication system for reading at least a portion of the display information displayed on said information display member,
 - wherein said information display member comprises an information recording element in which necessary and/or optional information of the information portion is stored, and a signal member carries carrying at least one of an audio signal, an on-and-off light signal, and a signal displayed by characters or figures, or combinations thereof for notifying an existence of said information recording element,
 - wherein said mobile communication system comprises a reader mechanism for

reading information recorded in said information recording element and a display mechanism for displaying the read information, and the information recorded in said information recording element including said portion of the display information displayed on said information display member, and

wherein said information display member is a poster, a signboard, a time table, a statement of virtues, a paper ad, a postcard, a handbill, tissue papers, an ad hung down in trains, or a mascot doll.

11. (Previously Presented) A system for reading display information, comprising:
an information display member; and
mobile communication system for reading an information portion of said information display member,
wherein said information display member comprises an information recording element to which necessary and/or optional information of the information portion is inputted, said mobile communication system comprises a reader mechanism for reading information recorded in said information recording element and a display portion for displaying the information, and said information recording element has a function of counting the number of times that information is read.
12. (Previously Presented) The system for reading display information according to claim 11, wherein the number of counts can be stored in a recording medium.
13. (Original) The system for reading display information according to claim 1, wherein the mobile communication system includes a mobile phone.
14. (Original) The system for reading display information according to claim 1, wherein the reader mechanism reads information from the information recording element in a contact or non-contact manner.
15. (Previously Presented) The system for reading display information according to claim 2, wherein the bar code is a stack bar code or a data matrix bar code.
16. (Cancelled)

17. (Currently Amended) The system for reading display information according to claim 1[[6]], wherein the antenna is a coil antenna.
18. (Original) The system for reading display information according to claim 6, wherein the mobile communication system further comprises reading-out means for reading the text information into voice.
19. (Previously Presented) A system for reading display information comprising:
 - an information display member; and
 - at least one mobile communication terminal of a public mobile communication system for reading at least a portion of the display information displayed on said information display member, wherein
 - said information display member comprises an information recording element in which necessary and/or optional information of the information portion is stored, said mobile communication system comprises a reader mechanism for reading information recorded in said information recording element and a display mechanism for displaying the read information, and the information recorded in said information recording element including said portion of the display information displayed on said information display member, and
 - wherein said information recording element has a function of counting the number of times that information is read.
20. (Currently Amended) The system for reading display information according to claim 11, wherein the number of times ~~can be~~ is stored in a recording medium such as a server system.
21. (New) The system for reading display information according to claim 9, wherein said means for detecting said signal member electrically communicates with said signal member.
22. (New) The system for reading display information according to claim 9, wherein said means for detecting said signal member includes a satellite transponder which electrically communicates with said signal member.